

A Commitment to Priorities
Department of State/Office of Lt. Governor
Office of the Lieutenant Governor/Dept. of State – Key Message

Reinvented with a new mission and priorities, the Department of State is the home of the newly-created Office of the Lieutenant Governor. In coordinating and streamlining many overlapping programs and divisions traditionally under the Department of State purview, the Department will now be the central location for job creation, regulatory, and other business-related programs.

A Commitment to the Dept. of State's Mission

The Department of State has been the hub of economic growth in many ways from its inception. Certainly, our core mission of promoting travel, tourism, the arts, and culture will continue to fuel the economy of New Jersey by bringing thousands of people here while pouring millions of dollars into our local communities. Our enviable location, educational resources, and talent base, as well as our legacy of business leadership and invention have been, and continue to be, the essential ingredients of prosperity. Yet, our ability to continue leveraging these assets to produce growth and opportunity is being challenged by regulatory burdens and a perception that New Jersey is not a place we can any longer raise our children and our grandchildren. The fact that New Jersey now consistently receives among the least favorable rankings nationally on regulatory burdens, and costs-of-doing business and similar measures, means that we must make fundamental changes in our approach to the promotion of our State as a viable place to visit or live.

Recognizing that we must leverage our cultural and business assets to stimulate the economy, the State Department will continue to be the leader in culture, arts, tourism, and history by addressing issues that hinder our ability to keep and to create jobs. As such, the Department's additional priorities will be two-fold: 1) address the onerous regulatory burden that makes it difficult for businesses to survive here through the creation of the Red Tape Review Group; and 2) address the common perception that New Jersey is not a "friendly" place to do business by creating a one-stop shop for business under the umbrella of the New Jersey Partnership for Action. By preserving the core cultural mission of the Department and welcoming businesses back to New Jersey, the Department of State will ensure that New Jersey once again becomes financially sound and a vibrant place to live, own a business, and raise a family.

Priorities in the Face of an Economic and Fiscal Crisis

The Department will achieve its core mission by continuing to fund the arts, history, cultural and tourism programs, albeit on a competitive basis, and consistent with the State's obligation to apply the revenues generated by the Hotel/Motel receipts. Thus, expected receipts of \$16 million for the State Council on the Arts programs, \$2.7 million for Historical Commission grants programs, \$500,000 for Cultural Trust programs, and \$9 million for overall travel and tourism marketing, wisely applied, will provide a welcome to tourists, new businesses and to families seeking to relocate here.

The Department will take on its new regulatory and job growth responsibilities by realigning a downsized staff and by strengthening private/public partnerships with the business community. The goal is to operate both the Red Tape Review Group and the New Jersey Partnership for Action by utilizing current staff with little or no additional cost to the taxpayers.

One final note, because the Department of State is operated by the Secretary of State who is also the Lieutenant Governor, several jobs previously filled within the Department of State are now unnecessary.

Making Tough Decisions

The Department of State now has 13 different divisions. The Christie Transition team recognized that several of these divisions had accomplished their missions; were redundant; or could share administrative staff to achieve efficiencies. Thus, while our review is continuing, at least four of these divisions will be down-sized into a single Office of Programs. These Divisions are the NJ-Israel Commission, the Amistad Commission, the Martin Luther King, Jr. Commemorative Commission and the Office of Faith-Based Initiatives. This decision will result in lower staff levels and allow staff to be moved to other areas.

Our budget review determined that we could no longer sustain the cost and staff required for day-to-day operation of the State Museum. To save the Museum, the Department will oversee and manage the transfer of its operations to a proposed new branch of Rutgers University. The spirit and use of the Museum will not be compromised and a branch of a State University may well be the catalyst to revitalize the Cultural Center of Trenton.

Repackaging the operations of the War Memorial under the title of the Veterans Memorial Arts Center and outsourcing its operation will add not only to the revitalization of the Trenton Cultural Center but will secure the financial future of a building that the Transition Team highlighted as a underutilized asset. The outsourcing of this historic and beautifully renovated building will relieve the taxpayers of a costly burden and serve to invigorate a crown jewel of the Capital City.

Making the Department of State Work Better

As noted above, the Department is now the home of the newly-created Office of the Lieutenant Governor. In coordinating and streamlining many overlapping programs and divisions traditionally under the Department of State purview, the Department will now be the central location for job creation, regulatory, and other business-related programs.

Reforming Government “Red Tape,” Duplication and Inefficiency: Under the leadership of the Lieutenant Governor, the bi-partisan “Red Tape Review Group” will recommend the elimination or revision of overly-proscriptive, unnecessary or duplicative rules, regulations and mandates that prevent the creation of jobs and the attraction of investment to New Jersey. The Group will cultivate a new approach to rulemaking that bases regulatory policy upon sound scientific data promotes consistency with broader State policy goals, follows the intent of the

legislation under which rules are promulgated, and protects the public interest, including the urgent need to promote economic development and encourage private sector job creation.

Creating a New Strategy to Attract Jobs and Investment: A new initiative, known as the “Partnership for Action,” will join business and community leaders in a private-public partnership to bring jobs and economic growth to New Jersey. The Partnership will build on the work of the New Jersey Economic Development Authority, which will continue to provide financial assistance to businesses large and small. Separately, a dedicated staff will streamline business development by expediting the regulatory process and coordinate existing Government resources and programs. In addition, the Lieutenant Governor will benefit from the recommendations of a new private non-profit organization comprised of business and community leaders that will design strategies for expanding and retaining business in the State.